Call Center Definitions

Consortium

- **Inbound calls** refers to the total number of calls offered in a calendar month
- **Answered calls** refers to the total number of calls answer in a calendar month
- **Answer rate** refers to the percentage of calls answer in a calendar month
- **Average speed of answer (ASA)** refers to the time it takes for calls to be answered from the instant a customer is placed in a queue to the moment an agent answers the call

Agents

- **Interactive Voice Response (IVR)=** Refers to the call flow that an inbound call comes through
- **Automated Call Distribution (ACD)=** Inbound calls coming from the IVR Queues
- **Inbound Calls=**Total inbound calls (via the IVR) answered by the agent
- **Outbound Calls=**Total outbound calls (including callback calls) made/answered by the agent
- **Refused Calls=**Total calls offered to the agent that were not answered
- **Average Handle Time (min)=** *(Total ACD Handle Time) / (Total ACD accepted calls)*
- **Average After Call (min)=** *(Total Extended ACW) / (Total ACD Calls)*
- **Busy Time** refers to any time an agent is logged in AND, in any state, other than a "Not Ready" state, excluding Extended After Call Work (that is, Extended After Call Work is included in Busy Time)
- **ACD Handle Time (Mins)** Total minutes of inbound handle time Talk+Hold+ACW (wrap)
- **ACD Talk Time (Mins)** Total inbound talk time (excludes hold time)
- **ACD Hold Time (Mins)** Total inbound hold time
- **ACD Wrap Time (Mins)** Total inbound wrap time (timed ACW)

Other Definitions

First Contact Resolution: solving client issues the first time they contact the agency. Includes proactive measures to prevent future contacts. Resolving the client's stated issues, but also the client's unstated issues.

Example: *Betty calls the contact center to change her address. The call center representative completes the address update, but notices Betty also has a health care renewal due this month. The call center representative explains this to Betty and proactively completes the renewal over the phone to avoid a future contact.*

Next Issue Avoidance – preventing future customer contacts by anticipating future needs; providing proactive solutions for a client's unforeseen needs.

Example: *Jon calls the contact center to apply for FoodShare. The call center representative anticipates Jon might have a need for health care, so explains to Jon that BadgerCare+ is available. Jon agrees that he also wants to apply for BadgerCare+. After completing the phone applications, the call center representative provides Jon with benefit explanations, change reporting rules, and other call center number contacts he may need in the future (QUEST, Member Services, HMO Enrollment).*